



SHOWMAN'S MANUAL

**STEP BY STEP . . he made a career
of love . . and murder!**

STEP DOWN TO TERROR



**Starring COLLEEN MILLER
CHARLES DRAKE
ROD TAYLOR**
with **JOSEPHINE HUTCHINSON • JOCELYN BRANDO**

Directed by **HARRY KELLER** • Screenplay by **MEL DINELLI, CZENZI ORMONDE** and **CHRIS COOPER** • Produced by **JOSEPH GERSHENSON** • A UNIVERSAL-INTERNATIONAL PICTURE



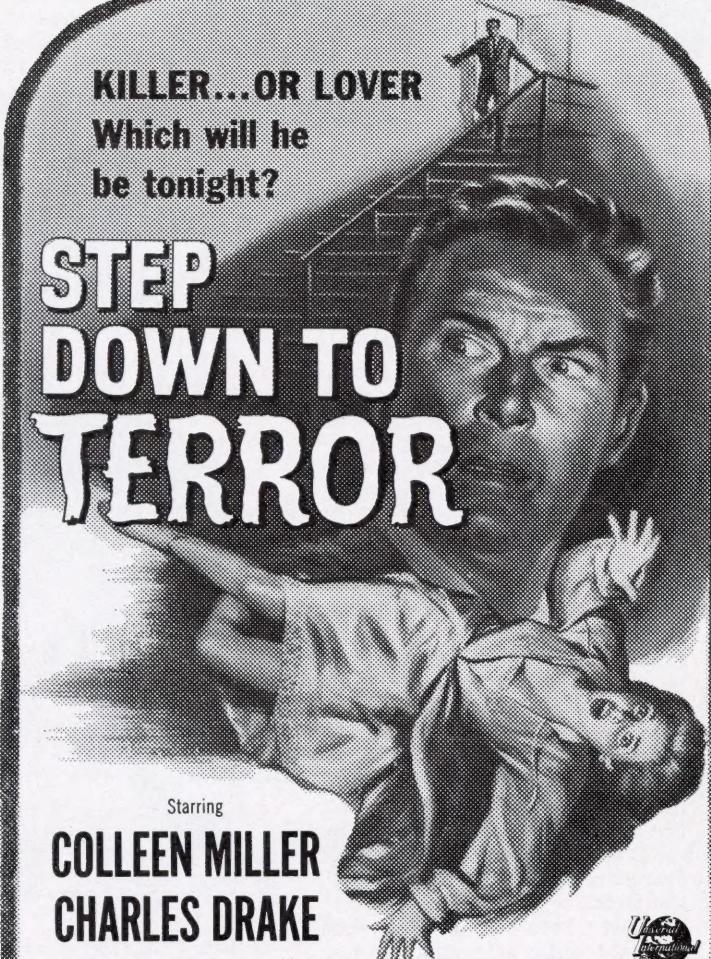
THEATRE

Ad Mat No. 401—408 Lines—4 Col. x 7 1/4"

MAT No. 401

KILLER...OR LOVER
Which will he
be tonight?

STEP DOWN TO TERROR



**Starring COLLEEN MILLER
CHARLES DRAKE
ROD TAYLOR** with **JOSEPHINE HUTCHINSON • JOCELYN BRANDO**

Directed by **HARRY KELLER** • Screenplay by **MEL DINELLI, CZENZI ORMONDE** and **CHRIS COOPER** • Produced by **JOSEPH GERSHENSON**
A UNIVERSAL-INTERNATIONAL PICTURE



THEATRE

MAT No. 204

Ad Mat No. 204—182 Lines—2 Col. x 6 1/2"

KILLER...OR LOVER
Which will he
be tonight?

STEP DOWN TO TERROR



Starring COLLEEN MILLER • CHARLES DRAKE • ROD TAYLOR
with **JOSEPHINE HUTCHINSON • JOCELYN BRANDO**

Screenplay by **MEL DINELLI, CZENZI ORMONDE** and **CHRIS COOPER** • Directed by **HARRY KELLER**
Produced by **JOSEPH GERSHENSON** • A UNIVERSAL-INTERNATIONAL PICTURE



THEATRE

MAT No. 203

Ad Mat No. 203—130 Lines—2 Col. x 4 1/2"

billing

Universal-International Presents
"STEP DOWN TO TERROR"

starring

COLLEEN MILLER
CHARLES DRAKE
ROD TAYLOR

with

JOSEPHINE HUTCHINSON
JOCELYN BRANDO

Directed by

HARRY KELLER

Screenplay by

MEL DINELLI
CZENZI ORMONDI and
CHRIS COOPER

Produced by

JOSEPH GERSHENSON

the cast

Helen Walters...COLLEEN MILLER
Johnny Williams

CHARLES DRAKE

Mike Randall...ROD TAYLOR

Mrs. Walters

JOSEPHINE HUTCHINSON

Lily...JOCELYN BRANDO

the staff

Director of Photography, Russell Metty, A.S.C.; Art Direction, Alexander Golitzen; Set Decorations, Russell A. Gausman and Julia Heron; Sound, Leslie I. Carey and Robert Pritchard; Film Editor, Frank Gross, A.C.E.; Gowns, Bill Thomas; Make-up, Bud Westmore; Assistant Director, Marshall Green; Special Photography, Clifford Stine, A.S.C. Music Supervision by Joseph Gershenson.

the story

(Not for Publication)

Johnny "Williams" (CHARLES DRAKE) returns to his small town home after a 6-year absence. His doting mother, Mrs. Walters (JOSEPHINE HUTCHINSON) and young nephew (RICKY KELMAN) are elated, but his widowed sister-in-law, Helen (COLLEEN MILLER) wonders what brought him back, and why he is suddenly so affluent. Her suspicions grow when he shuns strangers, gives her a valuable ring that bears an unrelated set of initials, and eludes a pair of "reporters." Helen, attracted to one of them, learns that they are really officers seeking a psychopathic killer who preys on women, and that one of the victims bore the initials graven on her new ring. When Johnny attempts to kill her by sawing out the tread of a stairway, and she falls, but is only injured, she realizes that he is really the killer and that a young widow friend (JOCELYN BRANDO) is to be his next victim. She calls one of the officers (ROD TAYLOR) to come get Johnny, but Johnny knocks him out, takes her with him as his hostage and flees in his car, with his mother suspecting nothing. On the highway, traveling at high speed, he turns to avoid a boy on a bike, crashes the car and is killed. At the funeral, Helen and Mike keep his criminal record a secret to protect the mother that even he loved.



"STEP DOWN TO TERROR" (1-B)

Charles Drake adds another top portrayal to his gallery of film characterizations as good-natured Johnny Williams, the psychopathic killer of romantic widows in "Step Down to Terror." Colleen Miller and Rod Taylor are co-starred. Josephine Hutchinson and Jocelyn Brando have prominent supporting roles. The new suspense drama from Universal-International is in CinemaScope. (Still 1883-1AD)



"STEP DOWN TO TERROR" (2-A)

Charles Drake is about to slug Rod Taylor while Colleen Miller looks on helplessly in this key scene from Universal-International's "Step Down to Terror," the study of a psychopathic killer. All three are co-starred, with Josephine Hutchinson and Jocelyn Brando in featured roles. (Still 1883-12)

Director Creates New "Suspense" Technique

(Advance)

Meet a director who practices what he preaches. He is Harry Keller, who directed "Step Down To Terror," the harrowing suspense drama due...at the...theatre.

Trying to heighten the tension between Charles Drake and Colleen Miller in a climactic scene, Keller created his own brand of psychology. He simply ordered that the entire crew on the set, from the start of that day's shooting, speak only in whispers. For four hours the entire company worked in a nervous hush, until the critical six-minute "take" had been recorded. The results justified the efforts, as both stars attested when they later saw the "rushes".

Keller is acquiring something of a Hollywood reputation as a director who applies practical psychology effectively. When he was doing "The Unguarded Moment" he had all the students in a high school corridor scene which preceded a fight mad at each other before the cameras rolled. In "Voice of the Mirror" he made Richard Egan spend a night in the drunk tank of a Los Angeles jail before he actually shot the scene.

Besides Charles Drake and Colleen Miller, "Step Down To Terror" co-stars Rod Taylor and features Josephine Hutchinson and Jocelyn Brando, Marlon Brando's sister.

SUGGESTED "LIVE" RADIO COPY

(ONE MINUTE)

ANNOUNCER: Without reason he stalked . . . without warning he struck . . . without mercy he destroyed . . . Step by step, a force he could not control led him to murder, but he never knew why . . . See "STEP DOWN TO TERROR", an unforgettable adventure in unbearable suspense coming soon to the...theatre. "STEP DOWN TO TERROR," starring Charles Drake, Colleen Miller and Rod Taylor, with Josephine Hutchinson and Jocelyn Brando . . . the strange, compelling story of a psychopathic killer . . . "STEP . . . DOWN . . . TO . . . TERROR" . . . and don't tell anyone the ending . . . "STEP . . . DOWN . . . TO . . . TERROR."

(30 SECONDS)

ANNOUNCER: Killer or lover . . . Which will he be tonight? "STEP DOWN TO TERROR" is the story of a man who didn't know which it would be until it actually happened . . . Coming soon to the...theatre, it's an adventure in unbearable suspense seldom equalled . . . the drama of a man who made a compulsive career of love and murder . . . Don't miss Charles Drake, Colleen Miller and Rod Taylor in "STEP DOWN TO TERROR" . . . and don't tell the ending!

(15 SECONDS)

ANNOUNCER: Killer or lover . . . Which will he be tonight? STEP DOWN TO TERROR . . . an unforgettable experience in suspense! Drama of a man who made a career of compulsive murder! Don't miss Charles Drake, Colleen Miller and Don Taylor in STEP DOWN TO TERROR . . . coming...to the...theatre!

TV TELOP OR SLIDE

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"Step Down to Terror" New Suspense Film Masterpiece

(Review)

Like a scream knifing through the dark, Universal-International's taut suspense drama, "Step Down To Terror," cut a path of tremendous excitement through audiences at the theatre, where it opened yesterday. Charles Drake, Colleen Miller and Rod Taylor are starred, and to their deft performances should be added the keenly understanding portrayals of Josephine Hutchinson, Jocelyn Brando and Ricky Kelman.

Playing a suspected psychopathic killer whose guilt is open to question, Charles Drake is frighteningly real in his part. One moment he is the affectionate, generous wandering son come home to his small town, but the next he is ruthless, vicious, un-reasoning, and psychopathically homicidal. Drake displays an amazing grasp of the characterization of Johnny Williams, quiet killer of rich, romantic women.

As his widowed sister-in-law, who first detects the fleeting changes in Johnny's moods, Colleen Miller's performance is equally impressive. Unwilling to believe that her own kin could commit cold-blooded murder, she is forced to the inevitable conclusion that he is so, indeed, when jewels he gives her prove to have come from a murder victim. Yet cleverly as the killer, she is able to make him believe he is not suspected through most of the picture. Then occurs the dramatic incident that gives the picture its title.

Rod Taylor, as an undercover officer, is both deft and sympathetic in the role of one who must step between a killer and his family. Josephine Hutchinson provides an unusual study of a mother, afflicted by heart disease, who never learns what her son has become. Equally deft in his performance is 8-year-old Ricky Kelman, who provides the psychological reasons for the startling end-



"STEP DOWN TO TERROR" (1-A)

Charles Drake plays a psychopathic killer, Colleen Miller, his widowed and suspicious sister-in-law in "Step Down to Terror," from Universal-International, which also stars Rod Taylor. Josephine Hutchinson and Jocelyn Brando have prominent supporting roles in the CinemaScope suspense drama. (Still 1883-5AD)

ing of the picture. Jocelyn Brando, sister of Marlon Brando, returns to the screen after a two-year absence in a striking vignette of a coy widow who fears that second love is passing her by.

Director Harry Keller's polished hand is evident throughout, and Russell Metty's photography is sensitively attuned to the psychotic mood of the story. "Step Down To Terror" was produced by Joseph Gershenson.

Motherhood, Career In Films, Mix Well For Colleen Miller

(Advance)

Movie star mothers who are worried about whether a career and children can be mixed successfully should take a try at Colleen Miller's formula for motion picture and maternal compatibility.

"I'm a full-time mother and a part-time actress," she says, explaining her position.

Colleen returns to the screen in Universal-International's suspenseful drama, "Step Down To Terror," due...at the...theatre, after an eighteen-month absence, during which she had her second child. She is a firm believer in the policy that a career and a home can be happily combined, and is going all out to prove it.

"I just can't understand all the fuss being made over movie stars who have children and want to pursue their careers at the same time," says Colleen. "Mothers all over the country today are proving that jobs and home-making can be successfully put together. Statistics show that over 65 per cent of all the working wives in America are also working mothers, and doing both very well."

Marrying camera manufacturer Ted Briskin three years ago, Colleen moved her home from California to Chicago, her husband's home base. Continuing her movie career with U-I under her contract with the studio, she "retired" temporarily after starring in "The Rawhide Years" to await the birth of her first child, Robin. "From then on I became an actress on a part-time basis only," she says.

Colleen returned to Hollywood several months afterwards to star with Jeff Chandler and Orson Welles in "Man In the Shadow," before "retiring" again to have her second child, Richard.

"And when 'Step Down To Terror' is completed, back home I go to Chicago and my family," she smiles. "Naturally as an actress I want my career to grow, but I also want the same things for them. With careful planning, not haphazard working, I think both can grow together."

Twin Suspense Show Studies Psychopath

(Advance)

An insight into the operations of a good-natured psychopath heightens the suspense of murder in "Step Down to Terror," due next at the...theatre. Charles Drake, Colleen Moore and Rod Taylor are co-starred in this new Universal-International production, with Josephine Hutchinson and Jocelyn Brando, Marlon's sister, in prominent supporting roles. For Miss Brando, who never knows how close she comes to being the killer's next victim, the role is her first after a 2-year retirement from the screen. Harry Keller, pursuing the pattern of realism he did in "Unguarded Moment" and "Voice in the Mirror," directed, and Joseph Gershenson produced.



"STEP DOWN TO TERROR" (1-C)

Colleen Miller has every right to be frightened in "Step Down to Terror," Universal-International's new suspense drama, in CinemaScope, which stars Colleen, Charles Drake and Rod Taylor, for she has been marked as the next victim of a good-natured psychopathic killer. The stratagem whereby she escapes is part of the surprise ending. Josephine Hutchinson and Jocelyn Brando also are featured in the production. (Still 1883-2AD)

STEP BY STEP . . .
he made a career
of love . . . and
murder!

STEP DOWN TO TERROR



Starring

COLLEEN MILLER · CHARLES DRAKE
ROD TAYLOR with **JOSEPHINE HUTCHINSON**
JOCELYN BRANDO

Directed by HARRY KELLER

Screenplay by MEL DINELLI, CZENZI ORMONDE and CHRIS COOPER

Produced by JOSEPH GERSHENSON • A UNIVERSAL-INTERNATIONAL PICTURE



T H E A T R E

MAT No. 302

Ad Mat No. 302—519 Lines—3 Col. x 12½"

WITHOUT REASON
he stalked!
WITHOUT WARNING
he struck!
WITHOUT MERCY
he destroyed!

STEP DOWN TO TERROR



Starring

COLLEEN MILLER · CHARLES DRAKE
ROD TAYLOR with **JOSEPHINE HUTCHINSON**
JOCELYN BRANDO

Directed by HARRY KELLER

Screenplay by MEL DINELLI, CZENZI ORMONDE and CHRIS COOPER

Produced by JOSEPH GERSHENSON • A UNIVERSAL-INTERNATIONAL PICTURE



T H E A T R E

MAT No. 303

Ad Mat No. 303—600 Lines—3 Col. x 14½"

ACCESSORIES



14 x 36



SIX SHEET



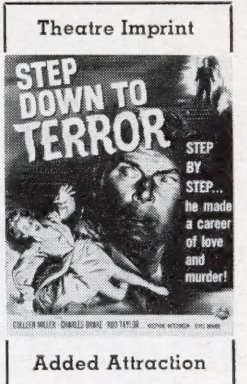
ONE SHEET



THREE SHEET



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STEP BY STEP . . .
he made a career
of love . . . and
murder!

STEP DOWN TO TERROR

Starring
COLLEEN MILLER · CHARLES DRAKE
ROD TAYLOR with JOSEPHINE HUTCHINSON
JOCELYN BRANDO Directed by HARRY KELLER

Screenplay by MEL DINELLI, CZENZI ORMONDE and CHRIS COOPER
Produced by JOSEPH GERSHENSON • A UNIVERSAL-INTERNATIONAL PICTURE

THEATRE

MAT No. 207

Ad Mat No. 207—230 Lines—8 1/4" x 2 Col.



STEP DOWN TO TERROR

Starring
COLLEEN MILLER
CHARLES DRAKE · ROD TAYLOR
with JOSEPHINE HUTCHINSON · JOCELYN BRANDO
A UNIVERSAL-INTERNATIONAL PICTURE

MAT No. 103
Ad Mat No. 103 1 Col. x 50 Lines

KILLER...OR LOVER
Which will
he be
tonight?

STEP DOWN TO TERROR

Starring
COLLEEN MILLER
CHARLES DRAKE
ROD TAYLOR
with JOSEPHINE HUTCHINSON
JOCELYN BRANDO

A UNIVERSAL-INTERNATIONAL PICTURE

THEATRE

MAT No. 104

Ad Mat No. 104—95 Lines
1 Col. x 6 3/4"

STEP DOWN TO TERROR

Starring
COLLEEN MILLER
CHARLES DRAKE · ROD TAYLOR
with JOSEPHINE HUTCHINSON · JOCELYN BRANDO
A UNIVERSAL-INTERNATIONAL PICTURE

MAT No. 102

Ad Mat No. 102 1 Col. x 28 Lines

STEP DOWN TO TERROR

Starring
COLLEEN MILLER
CHARLES DRAKE · ROD TAYLOR
with JOSEPHINE HUTCHINSON · JOCELYN BRANDO
A UNIVERSAL-INTERNATIONAL PICTURE

MAT No. 101

Ad Mat No. 101
1 Col. x 1"—14 Lines

STEP BY STEP . . . he made a career
of love . . . and murder!

STEP DOWN TO TERROR

Starring
CHARLES DRAKE
COLLEEN MILLER
ROD TAYLOR with JOSEPHINE HUTCHINSON
JOCELYN BRANDO A UNIVERSAL-INTERNATIONAL PICTURE

THEATRE

MAT No. 202

Ad Mat No. 202 2 Col. x 2 3/4"—76 Lines

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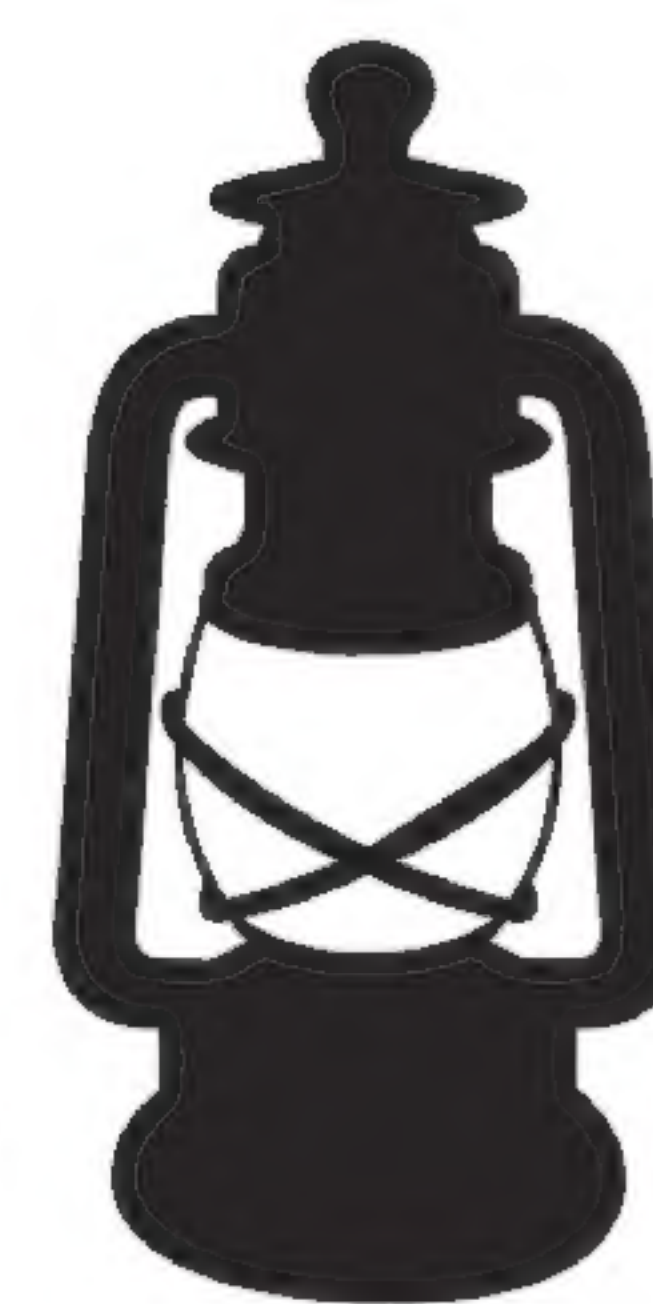


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